

Dr. R. ABINAYA

*Ph.D. in Commerce (Social Entrepreneurship)
- Madras*

Career Objective

Seeking responsible job where I look forward to use my skills for the growth of the institution also build upon my knowledge for personal and professional growth.

Teaching interest

*Entrepreneurship
Research Methodology
Quantitative Methods
Business Management
Marketing*

Academic Qualifications

*Ph.D. in Commerce (Social Entrepreneurship)
Madras University, Department of Commerce,
Chepauk, Chennai - 600 005 (Nov 2015 - April
2021) Doctoral Thesis: "Assessing the role of
Healthcare Social Entrepreneurs in Sustainable
Communities"*

M.COM GENERAL - (FIRST CLASS)

*Anna Adarsh College for Women, Department of
Commerce, (Affiliated to University of Madras)
Anna Nagar, Chennai - 600 040 (Class of 2015)
Master's Thesis: "Effectiveness of Direct Marketing
– A study with Reference to Tupperware
Products"*

B.COM GENERAL (SECOND CLASS)

*Ethiraj College for Women, (Affiliated to University
of Madras), Egmore, Chennai - 600 008 (Class of
2013)*

Academic Employment

ASSISTANT PROFESSOR

*PG Department of Commerce (Unaided),
Dwaraka Doss Goverdhan Doss Vaishnav College,
Arumbakkam, Chennai - 600 106
2023 - Present*

RESEARCH EXPERIENCE

Awards & Fellowship

2016 – 2020 ICSSR- IPE – Doctoral Research Fellow

Achievements

UGC NET Cleared (2020)

Data Analytical Skills

SPSS
AMOS

Membership

International Journal of Advance Study and
Research Work (IARA)

REFERENCE

Dr. R. SHANTHI (Guide & Supervisor)

*Professor,
Department of Commerce,
University of Madras
Chepauk, Chennai - 600 005
Ph: 9444058036
Email id: rshanthicommerce@gmail.com*

Dr. R. RANGARAJAN

*Professor and Head
Department of Commerce,
University of Madras
Chepauk, Chennai - 600 005
Ph: 9444472112
Email id: profrrangarajan@gmail.com*

Dr. P. SATHYANARAYANAN

*Assistant Professor and Head In-charge
PG Department of Commerce,
Dwaraka Doss Goverdhan Doss Vaishnav College,
Arumbakkam, Chennai - 600 106
Ph: 9940131567
Email id: hod-commerce-eve@dgvvaishnavcollege.edu.in*

Publications

- **Dr. R. Abinaya** and D.P. Shalini presented paper titled on "Metaverse: The Inevitable Marketing" in the National Conference of India's Trillion Dollar Opportunity organized by School of Management, Dwaraka Doss Goverdhan Doss Vaishnav College, Published by International Journal for Innovative Research in Multidisciplinary Field Research Journal, February 2023, ISSN: 2455-0620. Impact factor 7.581.
- **Dr. R. Abinaya** and B.S. Prakalya, V. Ezhil presented paper titled on "Neuro-marketing: The Paradigm Shift" in the International Conference of Resurgence of Industry and Commerce In Contemporary India organized by PG & Research Department of Commerce Shift-I, Dwaraka Doss Goverdhan Doss Vaishnav College, held on 7th and 8th February 2023.
- **R. Abinaya** and Dr. R. Shanthi (2021). Social entrepreneurship in Healthcare (A case study with reference to Vision Spring) Published by Utkal Historical Research Journal, April 2021, ISSN 0976-93-2132
- **R. Abinaya** and Dr. R. Shanthi (2021). Social entrepreneurs: The business pioneers (A case study with reference to Narayana Hrudayalaya) Published by Jijnasa Research Journal, April 2021, ISSN 0337-743X
- **R. Abinaya** and Dr. R. Shanthi presented paper titled on "Social Entrepreneurs: The Path Finders (A Case Study with Reference to Jaipur Foot) in the live virtual international conference "International Conference on Research Outlook, Innovations and Research Trends" (ICROIRT-2020) held on August 29-30, 2020.
- **R. Abinaya** and Dr. R. Shanthi presented paper titled on "Social Entrepreneurship Innovations in service A case study with reference to Karuna Trust" in the International Conference on Innovations in Business and Management organized by the Department of Commerce on 1 & 2 February, 2019 at The American College, Madurai.
- **R. Abinaya** and Dr. R. Shanthi presented paper titled on "Social Entrepreneurs: The Game Changers – A case study with reference to Aravind Eye hospital" AIMS Regional Conferences on "Management Practices for Sustainable Development" organized by Department of Management Studies, Sri Sai Ram Institute of Technology, West Tambaram, Chennai held on 5th May 2018, published in M-Infinite Journal of management, ISSN 0973-7197. UGC listed
- **R. Abinaya** and Dr. R. Shanthi presented paper titled on Healthcare Social Entrepreneurs: Working towards sustainable communities through socially innovative business practices" in the First Southern Social Science: New Paradigms towards Sustainable and Prospective Future" held at Institute of Public Enterprise, Hyderabad during March 23-25, 2017.
- **R. Abinaya** and Dr. R. Shanthi presented paper titled on "Women Entrepreneurs: The Change Makers" organized by department of commerce, Valliammal College for Women, Chennai Published ISBN No. 978-81-929581-1-8, held on 1st October, 2016.
- **R. Abinaya** and Dr. R. Shanthi presented paper titled on "Corporate culture of ITC- A Case Study Approach". National Conference on Sustainable Development in Corporate Sector – Perspectives, Problems and Prognosis organized by department of commerce, Karpagam University, Coimbatore. Published ISBN No. 978-93-86176-39-4 held on 23rd September, 2016.
- **R. Abinaya** and Dr. R. Shanthi presented paper titled on "The fusion of EMU in Uber Technologies" International Conference on U-Commerce Opportunities and Challenges, organized by PG & Research Department of Commerce & Business Administration, Padmavani Arts and Science College for Women, Salem. Published ISBN No. 978-9385977-59-6, held on 09th September, 2016.

Academic Engagements

Total No. of Publications - 9

Total No. of Paper Presentations - 9

Total No. of Seminar / Conference Participation - 15

Total No. of FDP / Workshop Participation - 12

Contact

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